

- M: When I say multiple bills I mean that your long distance provider, let's say you have the same long distance provider and the same calling card provider. That will come as 2 separate bills. One will be a calling card bill, the other will be a bill for your long distance calls that are billed directly from your home.
- R: I'm not sure what multiple bills was before but to me I would take XYZ now.
- M: What about that bottom sentence. Is this important to you?
- R: Yes.
- M: Why?
- R: I can't remember the numbers in the first place, I don't have to worry about changing them if I change carriers. I'd love to be able to...if there was something that came up where I did feel like I needed to change carriers it would be great not to have to change and worry about remembering new numbers and stuff like that.
- M: What about the rest of you?
- R: I like ABC.
- M: Why?
- R: I like that restricted number. I like that multiple pin connotation. In that way I can tell who did what. With 4 people in the house all using the phone at different times, sometimes I get calls to Mississippi, for instance, one month. My daughter's fiance went to Mississippi. She called him and I said Jody did you make a long distance call? No. Melanie have you been calling long distance? No Ma'am. Then I went to her and she said oh yeah, Jeff went to Mississippi I didn't tell you about that. I said great. So if she had to access everything it would be great. I like that. As far as the 900 services go, I want that blocked.
- M: What about this last thing here about being able to choose what long distance carrier you want and the fact that if you want to change you can still retain the calling card number?
- R: I like that.
- R: I'm not going to memorize it.
- R: It doesn't matter as much to me cause I feel like personally we have moved so much and had so many different numbers, I

think when you use it several times you are used to it anyway. All the other features outweigh that for me.

R: To me the discount still on XYZ is probably the most attractive thing about it.

M: Do any change carriers often?

R: No.

R: They have some good deals.

R: Something tells me if you start trying to change for good deals you end up...

R: Unless they show you what the good deal is all about.

M: How come I didn't hear more of you going for XYZ after we have gone thru these 4 phases here? Why is everybody still sold on ABC for the most part?

R: The features.

M: The features on the bottom or the features on the top?

R: I'm not really sold on either one of them. If my company told me to use such and such I'd use it. Because I can see parts of both of them are already used.

R: If this is a personal card for me, this would outweigh, I could learn another number. I got to learn a bunch of numbers all the time anyway, it's just...

R: I'd pay the difference for the pin and restricted number. I wouldn't want the discount that those 2 features particularly would outweigh the discount. I think the multiple pin especially as my kids get older and being able to use it for the business and stuff like that. I think it's a great feature.

M: Would it be important to be able to change the restricted number?

R: Yes.

R: Yeah, as your family grows and as your lifestyle changes the numbers that need to be restricted are going to change. Each time your daughter gets a different boyfriend or different whatever, you are going to need to change it.

R: ?? the cost to change it.

- R: Yes.
- M: If you were in charge of creating a new calling card, what would you do different?
- R: I'd do what you had here and I'd have every feature there is and let people pay for what they want. If you can get every possible thing and pay for it.
- M: Grocery list?
- R: And choose, then everyone can pick what they want and they've got it on their card.
- M: Are the features that important?
- R: Yes.
- M: Does anybody feel the features are useless or not meaningful to you? (3)
- R: As your situations change what is not attractive today might be attractive tomorrow for you.
- R: If it were anything I wouldn't really look at changing the cards. I'd look at going out there and changing all the phones so you can just ?? your card to do it. All you have to do is dial a phone number. If you want to place a new call you just hit new call button and dial the new phone number. You don't have to worry about dialing your access codes and your personal identification numbers. I would change the phones before I'd change the cards.
- R: I could put on the calling card to the phone and see who I'm talking to that would be a great feature.
- M: Do what?
- R: New technology.
- R: Just put the calling card to the phone and see who you are talking to.
- R: I wouldn't want them to see me though sometimes.
- (laughter and talking)
- M: Anything else you would do differently?
- R: I'd have a redial like they said. Nothing bugs me more than having to call all those numbers and it being busy and then you have to call all the numbers again.

- R: That's a good idea.
- R: Also, I would reduce the number of (end of tape 1)
- R: In that time basically do 2 sets of numbers half the time.
- R: Even with the redial in the motel room if you've got redial on the telephone there, they do that. Some of them have that...Motel 8 has that. The reason I knew that is because we stayed there one night and it had a redial on it and that redial didn't go into the AT&T operator, it just went as far as the telephone number and then the AT&T operator came back on.
- R: But aren't you charged more when the AT&T operator comes on?
- R: They have to come on...
- M: Would any of you change cards? What would it take you to get you to change cards?
- R: Simplify.
- R: Make all the calls free.
- R: They have a certain charge for a certain amount of time, like say 6:20 in your Reach Out America, after a certain time if they had that all day long.
- M: Anything else?
- R: There is another thing that I would look into changing too is the discount from more minutes that you use, increase the amount of discounts for you to use your card.
- R: So like bonus mileage.
- R: Incentive to talk longer.
- M: Thank you.